

# Corporate social responsibility

At Sonova, we strive to bring the delight of hearing to everyone, while taking responsibility for our actions towards our employees, our business partners, and our planet.

As the world's leading provider of hearing solutions, Sonova has both a duty to act responsibly and an ability to make a positive impact on society. Our CSR program aligns closely with our business strategy; its topics are reviewed both at the highest management level and regularly at meetings of the Board of Directors.

We envision a world where everyone enjoys the delight of hearing and therefore lives a life without limitations. In accord with this vision, our CSR activities focus on two key areas: expanding access to hearing care and doing business in a responsible manner.

## Access to hearing care

To expand access to hearing care, we offer an extensive product portfolio and support education of local specialists, in particular in emerging markets. We also support people with hearing loss

and limited access to hearing care through our Hear the World Foundation. Over the past ten years, the foundation has provided funding, hearing technology, and expertise with a total value of over CHF 8 million to over 80 projects in 39 countries.

## Responsible business

Sonova is committed to responsible business practices that go well beyond what is legally required. In 2016, Sonova became a signatory to the UN Global Compact, endorsing the ten principles in the areas of human rights, labor, environment and anti-corruption.

The full CSR Report is available at: [www.sonova.com/en/csreport](http://www.sonova.com/en/csreport)



## High standards

Engineer Hot Xi looks on in contentment at the sunbeams breaking through the clouds. The solar arrays on the roof of Sonova's operation center in Suzhou, China, are working at full capacity. They cover an area of 5,000 m<sup>2</sup> – equivalent to almost 20 tennis courts. "We are very happy with the collectors' performance," says Xi. He has been looking after the system since it went live in February 2015. It generated 500,000 kWh in 2016, and the lower consumption of coal-generated electricity that this enabled has reduced the Sonova Group's CO<sub>2</sub> emissions by 3.5%.

Sonova has been setting a good example in the other countries in the Asia/Pacific region as well; in New Zealand, the company has held the Enviro-Mark environmental certification program's gold status for years. Waste has been cut by 90% thanks to enhanced recycling

practices, and a new in-house sales team that exploits online tools more effectively has made it possible to drastically reduce the number of business flights taken and car miles driven within New Zealand. In Australia, a detailed environmental management plan ensures low emissions and a high recycling rate.

Sonova is also successfully combining environmental protection with a staff-friendly corporate culture in the Asia/Pacific region. "Sonova is like a second family to me," says Zhou Lijuan, who has been working at the operation center in Suzhou since 2003. The slender 36-year-old started work in assembly and is now in charge of the entire production planning process. She takes one of the operation center's shuttle buses to work. Lijuan values the company's integrated approach, which also takes employee health into account: "We do exercises in the workplace twice a day for 15 minutes." A staff outing is held once a year, allowing workers who have never

traveled before to get to know Beijing, Hong Kong and the Philippines. Relatives can visit the production facility on "family day" and Sonova provides support if employees encounter any problems. "Such as when the father of a warehouse worker had an accident and needed an expensive neurological operation," recalls Lijuan.

"I'm proud to work for Sonova," she says. One personal experience left a particularly deep impression on Lijuan – the sales team had once introduced a young mother to her who had thanked her profusely, saying her son had only learned to speak thanks to a Sonova hearing aid. Lijuan's eyes fill with tears as she thinks back: "I found that very moving."



Tablet in hand, engineer Hot Xi and Corporate Social Responsibility Manager Rex Ge monitor the array of solar collectors on the roof of Sonova's operation center in the Chinese city of Suzhou. The system generated 500,000 kWh in 2016, making it possible to reduce the Sonova Group's CO<sub>2</sub> emissions by 3.5%.

